



SPECIFICATION AMENDMENTS
MARKED UP FORM

38. (AMENDED) [The method of claim 37,] A method, comprising the steps of:

transmitting an indication of at least one item that a customer is to purchase, the at least one
item having an associated total price;

receiving, in response to the transmitted indication of the at least one item, an indication of
an offer for a subsidy from a vendor;

providing to the customer, in response to the received indication of the offer, the offer for
the subsidy, the step of providing the offer being performed before the item is purchased;

receiving from the customer an acceptance of the offer;

transmitting an indication of the acceptance of the offer;

charging the customer a second price for the at least one item, the second price being less
than the total price;

in which the step of charging the customer the second price for the at least one item
comprises:

charging the second price to an account; and

in which the step of charging comprises:

charging the total price to a credit card account.